

Farming with a Durable Plan

1. **Farming Intro:** What is a Farm area?

- A. A farm area is a pocket of homes, condos, PUD's or townhouses that a realtor or lender works in order to get business.
- B. You need a farm package in order to see the homeowner's names, address and information in order to properly farm.
- C. I highly recommend that you get the data in an excel format so you can manage your database and make any changes you wish.
- D. Consistency is the only way to win at Farming.

2. **Farming Theory & Ideas:**

- A. Farming is **NOT** for everyone.
- B. Farming is like a marriage. The commitment is forever! Or better yet, it's like a delicate flower. You need to water it, soil it, give it sun, flower food, it needs consistent care in order for it to grow.
- C. Your farming must be a daily, weekly, monthly and yearly commitment.
- D. All of your work, effort and energy goes to the same area over and over and over.
- E. FACT: Moving Farm areas constantly won't work. Stay put. Plan out your marketing plan, door knocking plan, events, calls, emails and open houses.

3. **How many homes should I farm?**

- A. Individual Agent: 300-500 homes would be the magic number. (Remember, you don't need more because you have your sphere of influence database too)
- B. Team of Agents: 700-1500 homes
- C. Lenders can do 250-2,000 homes
- D. Cold call databases only 500-3,000
- E. Sphere of influence database should be 10-250

4. **Formula for successful Farming:**

- A. **Snail Mail** 9-12 times a year (Newsletter, postcard, letter, gift, flyer)
- B. **Door knock** through every quarter. Drop comps and items of value.
This will add 4 additional pieces a year on top of what you are already doing in #1.

- c. **Send a Nice to meet you card:** to anyone you run into in your farm after door knocking.
For example:
Hi _____,
It was a pleasure to see you today! (add any specific line to them—ie., your dogs are adorable or love the plants in the front, or I will ask around about the car you have for sale) **Please know I am your area specialist and I am always available for real estate guidance when you need it. Thank you for your time and I look forward to seeing you again soon. Thank you in advance for your referrals. 😊 -Your name** (include your business card)
- d. **Other agent's Open house:** If there is a property listed by an out of area agent in your farm area, pick up the phone, call them and see if you can sit their **open house**. Create an agreement with the agent regarding leads from the open house. Whatever arrangement you decide on, make sure it is in writing and both of you sign it.
- e. Plan **1-2 events** a year getting the whole farm area together.
- Garage sales
 - Movie night
 - Mixer (drinks, appetizers)
 - Yogurt day/coffee/taco truck
 - Big item collection
 - Food drive
- f. You are on a mission to **get more info** per household.— Email addresses, phone numbers, birthdays, who lives there, Facebook friends or Instagram, or Next door.
- g. **Advertise** – Promote all inventory you have whether inside or outside the farm. That includes Just Listed, Just Sold, looking for a buyer, or rental available.
- h. Start up a **neighborhood group**: Social media, FB group, Yahoo group, Next door group. Invite everyone in your farm to join. Post at least 2-6 times a week.
- i. Schedule your **plan of action** in your day planner. Being prepared is the key! You should be aware of what you need to do daily to chip away at your farm.
- j. **Community involvement:** Know the area, know all listings, know sports that take place or traveling teams, schools, churches/temples, know when new business or stores are coming in, know when business/shopping center remodels are taking place, know the charities in the area and get involved!
- k. **Meet and Greet with local business owners.** These folks love to refer people. Ask if you can have a listing stand with your flyers and business cards. Or maybe post a just listed in the window. Visit them and drop goodies for them too. Also use local restaurant to be a part of your contests. Buy 1 dinner and 1 free with your postcard. Or just offer free dessert and work an arrangement with the owner. You promote them, they promote you!
- l. **Stay committed:** Farming takes work...but it pay\$ too!

- m. Follow up on all leads:** If you get a referral, or someone seems really interested in selling and you already sent out the nice to meet you card, I encourage you to send a follow up text, email, call or card as well. Same month preferred.
- n. Listing Appointment set in your farm?:** Send a Pre-Listing Packet before you actual apt, leave it on the door. Include a small thoughtful gift too. The packet should include an intro letter or looking forward to meeting with you, company info, letters of recommendation, market stats, seller tips, brochures, and anything else you think would impress them before you get there.

Good luck! I am so happy to help you with your farming journey! YOU GOT THIS!